

THE CONSUMER BAROMETER

The Danish don't just 'go online' – they live online

94% of people in Denmark use a mobile or smartphone¹

The internet is at the heart of everything we do – whether we're working, socializing, shopping or relaxing. Stay on top of the latest digital trends with the Consumer Barometer, Google's global interactive tool.

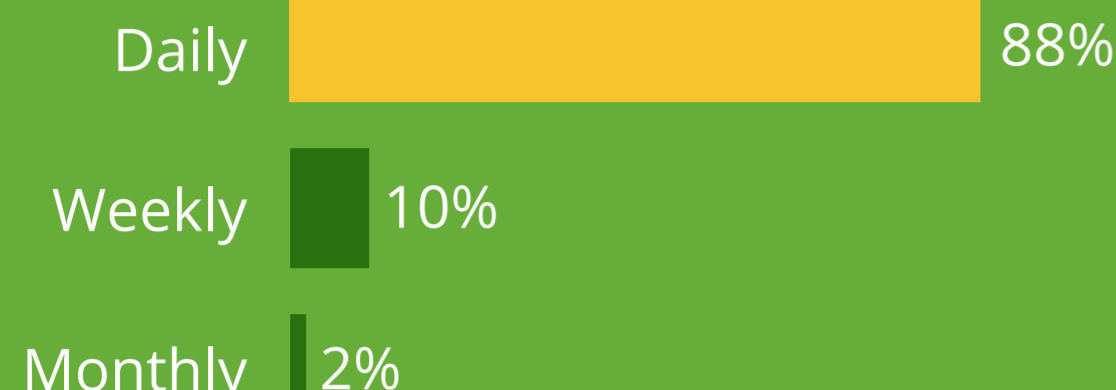
www.consumerbarometer.com



Denmark is now more connected than ever

Most people in Denmark go online daily.²

I access the internet for personal reasons



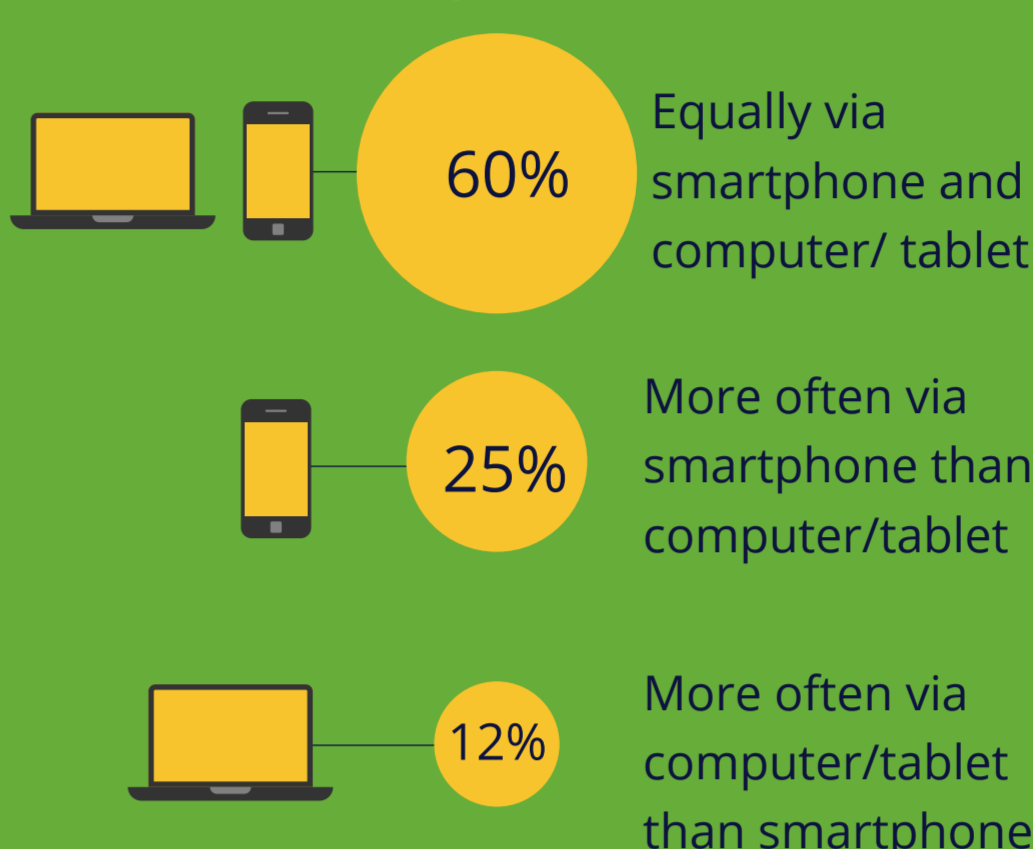
Smartphone users are often the most digitally-savvy.²

If I have the opportunity to do a task digitally, I prefer doing it that way



And people use their smartphones as much as desktops. This is particularly true of younger users.²

Devices used to go online (for under 35s)



Now the Danish are more connected, they're more reliant on the internet to shop

The internet was used in **58%** of recent purchase journeys³



This helps to inform their decisions when they shop locally.⁴

Which information did people look for?



And when they shop internationally.⁵

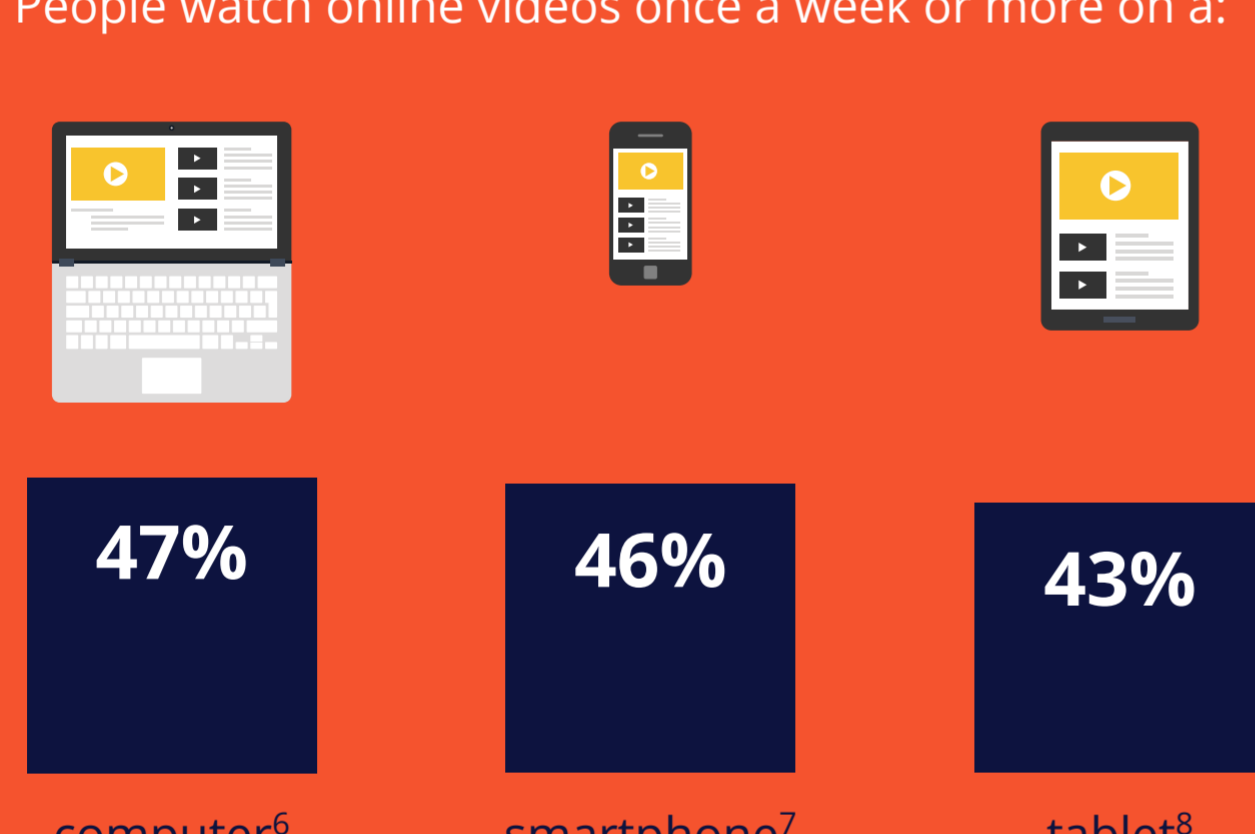
Why do people purchase online from foreign countries?



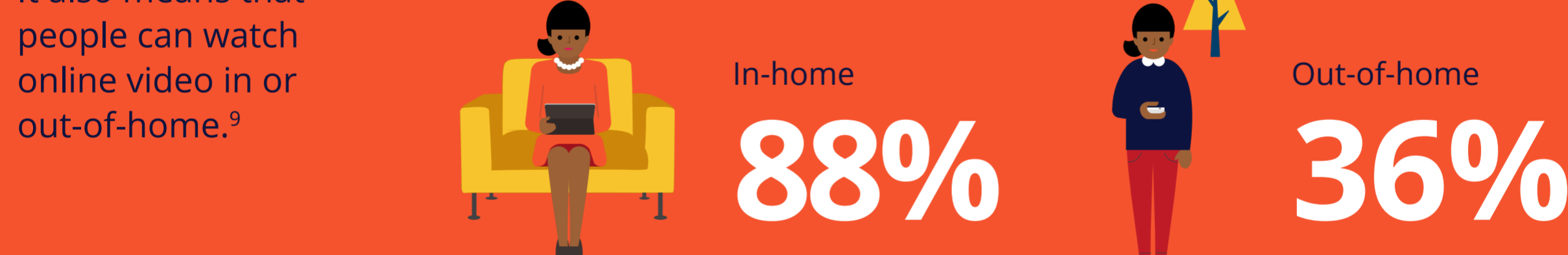
'Living online' has also changed viewing behaviour in Denmark

Mobile devices allow people to watch online videos more often.

People watch online videos once a week or more on a:



It also means that people can watch online video in or out-of-home.⁹



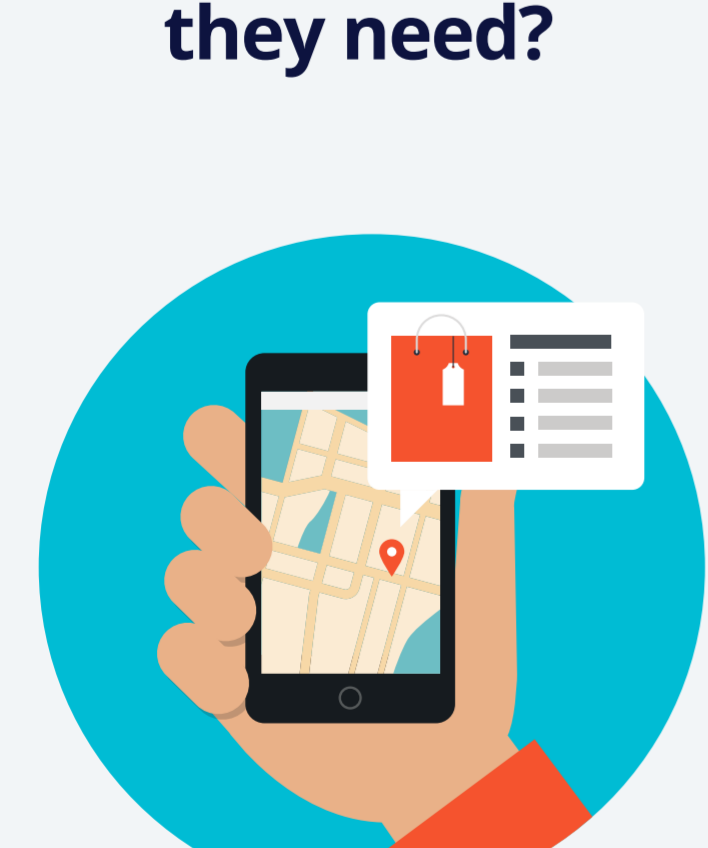
They are highly focused on the videos, regardless of the device they are using.¹⁰

I was fully or mainly focused on the videos I watched this week.



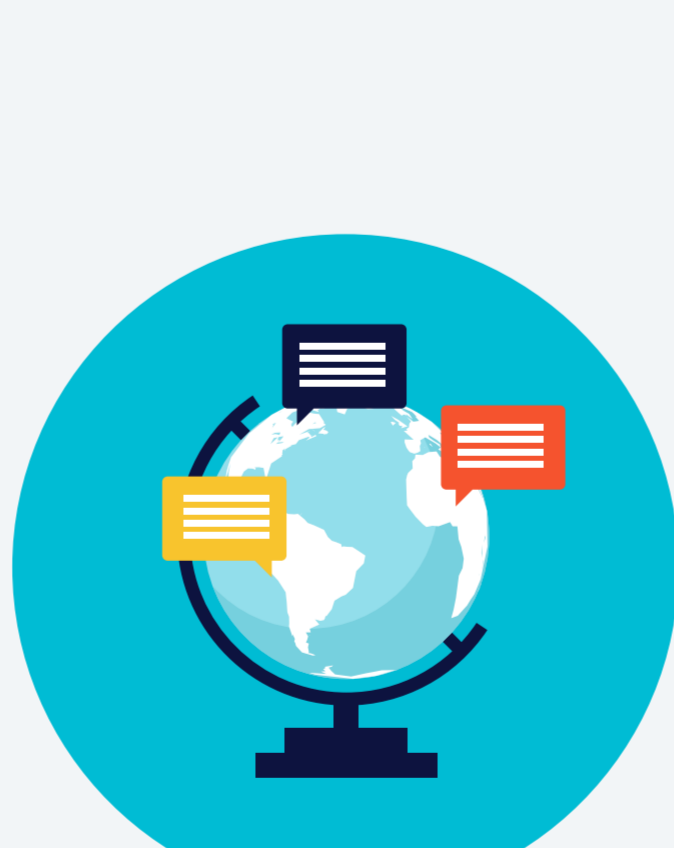
Are you catering for consumers who 'live online'?

Are you giving local shoppers what they need?



28% of Danish consumers use a smartphone to find local information. Is your site optimised for mobile?⁴

Are you thinking internationally?



42% of global consumers say that translation is a hurdle when buying online from foreign countries. Are you doing everything you can to attract and accommodate foreign customers?¹¹

Are you taking the opportunity to connect with a highly engaged audience?



62% of Danish internet users watch online videos at least weekly – rising to 91% among under 35s. Are you present when your customers are watching?²

About

The Consumer Barometer is a free, online global consumer insights tool developed by Google, in partnership with TNS Infratest. It covers 56 countries globally.

Discover more insights and build your own charts at www.consumerbarometer.com

Sources

- All data is from Google Consumer Barometer, 2014/2015. Visit www.consumerbarometer.com
- Base: Total users (accessing via computer)
- Base: Internet users (accessing via computer, tablet or smartphone)
- Base: Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories)
- Base: Internet users (accessing via computer, tablet or smartphone) | Searched for information about local business(es) in the past month
- Base: Internet users (accessing via computer, tablet or smartphone) | Ever purchased a product / service online from abroad
- Base: Internet users (accessing via smartphone)
- Base: Internet users (accessing via tablet)
- Base: Internet users (accessing via computer)
- Base: Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week
- Base: Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week | Answering based on a recent online video session
- Base: Internet users (accessing via computer, tablet or smartphone). Numbers correct at 26 May 2015, all countries included, except UAE and Saudi Arabia.